

## ABSTRACT OF THE DISCLOSURE

A predetermined code word is allocated to each of data values in the number of time series data obtained by orthogonal transform of a supplied picture signal or audio signal, and  
5 a variable length coding table is obtained. From among the code words written in the variable length coding table, code words to which the same number of time series data are allocated and differ from each other are exchanged to generate an  
10 exchanged variable length coding table. Then, a coding selection signal is generated by a CPU to determine either the variable length coding table or the exchanged variable length coding table with which variable length coding is performed by a VLC unit. The coding selection signal is  
15 thereafter outputted together with a compressed and encoded signal, and a configuration of a contents signal encoding apparatus is thus realized.